

Columbia Pictures
presents

ROBERT ROSSEN'S
P R O D U C T I O N O F



THE
BRAVE
BULLS

HIS FIRST PICTURE SINCE "ALL THE KING'S MEN"

In This Pressbook you will find the kind of advertising and publicity material which sells the spectacle, action and romance of "The Brave Bulls." Exploitation-wise, there are valuable merchandising tie-ups including Pocket Books, the Brave Bulls Scarf and the Matador Blouse...ideas for "prestige" opening and displays, for schools, radio, newspapers...and useful material to introduce that great new star, Miroslava.

Spectacle, Action and Passion Flame to Life in 'Brave Bulls'

(Review)

Nothing you have ever seen matches the splendor or surpasses the suspense of "The Brave Bulls," Robert Rossen's production for Columbia Pictures which opened yesterday at the Theatre. Each moment of passion, each intense and vital action and all the power of Tom Lea's best-selling novel come alive in this spectacular achievement. Mel Fer-

the impressive drama. "The Brave Bulls" was produced at the Columbia Studios in Hollywood, the Churubusco Studio in Mexico City, at San Miguel Allende in Mexico and at the Plaza Mexico. It is worthy of every last penny and every drop of effort that went into its vast scale production.

Mel Ferrer plays the central role of Luis Bello, leading Mexican matador who, after being gored by a bull, is afraid for the first time in his career. He meets and falls in love with lovely, aristocratic Miroslava, and her soft arms around him by night make him forget impending death in the afternoon. When Bello's urbane manager and Miroslava are killed in an automobile crash following a rendezvous, the matador is completely demoralized.

In a small town arena where his younger brother is making his debut as a bullfighter, Luis fights like a frightened amateur and finally runs away. But when his brother is injured, he returns to the ring and once and for all time overcomes his fear of death—and of life.

Those are the bare facts of "The Brave Bulls." Add to them real Mexican music, actual bullfight scenes that will have your heart hammering away, and passionate love scenes that you wish would never end. Add also sensational performances by Ferrer and Miroslava and by Anthony Quinn, as the manager, Eugene Iglesias as the kid brother, and Jose Torvay and Charlita, who



Mat 1-C; Still No. 326
MEL FERRER and MIROSLAVA are the principals in Robert Rossen's impassioned new Columbia picture, "The Brave Bulls," opening at the Theatre.

play a small town bullfight impresario and a waitress, respectively. Add Mr. Rossen's magnificent production and inspired direction. "The Brave Bulls" belongs among this year's best. John Bright wrote the screen play.

Mat 2-E; Still No. Art 1
THE BRAVE BULLS, Columbia Pictures' drama opens at the Theatre. Shown is an artist's impressions of the film, which was produced and directed by Robert Rossen, maker of the Academy Award-winning "All The King's Men." "The Brave Bulls" features Mel Ferrer and introduces Miroslava.

rer heads the tremendous cast of the film, which introduces to American moviegoers Miroslava, beautiful toast of Mexican films.

"The Brave Bulls" tells a universal story—the story of man's need for a woman, and woman's need for a hero. The technique used in unfolding it on the screen is similar to that employed in Rossen's "All The King's Men," which won the 1949 Academy Award as the best picture of the year. Literally thousands of people—real people—are seen during the course of the film, adding power and depth and reality to

Robert Rossen's 'Brave Bulls' Based on Impassioned Novel

The violently passionate and intensely dramatic story of Tom Lea's best-selling novel, "The Brave Bulls," has been brought to the screen in Robert Rossen's production of that name which opens at the Theatre. The new Columbia picture features Mel Ferrer at the head of a tremendous cast and introduces to American moviegoers Miroslava, beautiful sensation of Mexican films, in the principal feminine role.

Like Rossen's 1949 best picture Academy Award winner, "All The King's Men," "The Brave Bulls" tells a story of individuals against a panorama of vast crowds of people. For only one sequence, lasting but a few minutes on the screen, Rossen photographed thousands of bullfight fans stampeding through the concrete entrance tunnel of the Plaza Mexico, largest bullfight arena in the world, located in Mexico City. Thousands more were photographed from trains moving through the Mexican countryside and from vantage points in small towns.

Ferrer is seen in "The Brave Bulls" as the leading matador of

Mexico, idol of the bullfight ring. Injured by the horns of a bull, Ferrer for the first time in his career is afraid. He drowns his fears in wine, women and song until he meets beautiful and aristocratic Miroslava. Her soft arms around him by night help him forget his harsh fears of death in the afternoon. But his fears of the horns mount, and in one arena he actually turns his back and runs away from the bull he is supposed to fight.

When his manager and his girl both are killed in an automobile accident returning from a rendezvous, Ferrer's morale is completely shattered. However, he keeps

his engagement in a small town arena and overcomes his fears in a final bloody battle.

Anthony Quinn plays the matador's manager, while Eugene Iglesias plays Ferrer's younger brother, himself a tyro matador. Jose Torvay and Charlita play a small town bullfight impresario and a waitress respectively. John Bright wrote the screen play of "The Brave Bulls," which was produced and directed by Robert Rossen. The film was produced at the Columbia Studio in Hollywood, the Churubusco Studio in Mexico City, at San Miguel Allende in Mexico and at the Plaza Mexico.



Brave Bulls Mat 2-B
DEATH IN THE AFTERNOON and romance at night are the twin themes of Columbia Pictures' new Robert Rossen production, "The Brave Bulls," at the Theatre. Mel Ferrer is featured as the toreador in love with beautiful, blonde Miroslava.



CAST and CREDITS

Luis Bello	Mel Ferrer	Abundio de la O	Manuel Orozco
Linda de Calderon	Miroslava	Tacho	Esteve Dominguez
Raul Fuentes	Anthony Quinn	Policarpo Cana	Silviano Sanchez
Pepe Bello	Eugene Iglesias	Lara	Francisco Reiguera
Eladio Gomez	Jose Torvay	Don Alberto Iriarte	E. Arozamena
Raquelita	Charlita	Rufino Vega	Luis Corona
Yank Delgado	Jose Luis Vasquez	Senora Bello	Esther Laquin
	"Mexicano"	Chona	M. del P. Castillo
Loco Ruiz	Alfonso Alvarez	Alfredo Bello	Juan Assael
Pancho Perez	Alfredo Aguilar	Indio	Delfino Morales
Monkey Garcia	Francisco Balderas	Lala	Rita Conde
Jackdaw	Felipe Mota	Don Tiburcio Balbuena	
Enrique	Pepe Lopez		Ramon Diaz Meza
Little White	Jose Meza	Mamacita	Fanny Schiller
Goyo Salinas	Vicente Cardenas	Don Felix Aldemas	Fernando Del Valle
	"Maera"		

Screen Play by John Bright; Based upon the novel by Tom Lea; Assistant Directors, Sam Nelson and Jaime Contreras; Directors of Photography, Floyd Crosby, A.S.C. and James Wong Howe, A.S.C.; Art Director, Cary Odell; Technical Adviser, Dr. Alfonso Gaona; Film Editor, Henry Batista; Set Decorator, Frank Tuttle; Sound Directors, John Livadary and James Fields; Dialogue Recording, Lodge Cunningham, Nicolas de la Rosa, Jose B. Carles; Unit Managers, Antonio Guerrero Tello, Luis Sanchez Tello and Henry Brill; Montages and bullfights edited by Don Starling; Gowns by Jean Louis; Associate Producer, Shirley Miller. Produced at the Columbia Studio in Hollywood, the Churubusco Studio in Mexico City, at San Miguel Allende in Mexico and at the Plaza Mexico. Produced and Directed by Robert Rossen. A Robert Rossen Production. A Columbia Picture.

STORY

(Not for Publication) After being gored by a bull, Luis Bello (Mel Ferrer), leading Mexican matador, is afraid for the first time in his career. He meets and falls in love with Linda de Calderon (Miroslava), and her soft arms around him by night make him forget impending death in the afternoon. Raul Fuentes (Anthony Quinn), Bello's urbane manager, and Linda are killed in an automobile crash following a rendezvous. Demoralized, Luis fulfills an engagement in a small town arena where his younger brother Pepe (Eugene Iglesias) is making his debut as a matador. Luis fights like a frightened amateur and finally runs away. When Pepe is gored, Luis returns to the ring and once and for all overcomes his fear of death — and of life. (Running Time: 108 Minutes)

Men Who Fight 'Brave Bulls' Find Glory and Death in Sun



Mat 1-B; Still No. 31

MEXICAN ACTRESS CHARLITA appears in featured support of Mel Ferrer in "The Brave Bulls," Columbia Pictures' new Robert Rossen production at the Theatre.

Grandma's Shawl Now Chic Rebozo

There are 75 ways to wear a rebozo, the chic contemporary Mexican version of grandmother's shawl, and Miroslava manages to demonstrate more than 20 during her romantic appearances in "The Brave Bulls," Robert Rossen's production for Columbia Pictures now at the Theatre.

Most exciting use of the rebozo, for male movie fans, probably is in Miroslava's big love scene with Mel Ferrer. In this sequence she wears a strapless evening gown, with her shoulder covered by a rebozo. Gravity being what it is, the rebozo slithers gradually downward. The result is one of the high spots of "The Brave Bulls," in which Ferrer heads the cast as a leading matador of Mexico who needs a woman's soft arms around him by night to help him forget his harsh fears of death in the afternoon.

A star in Mexican films, Miroslava, is introduced to American audiences in "The Brave Bulls," which was directed by producer Rossen from John Bright's screen play, which was based upon Tom Lea's best-selling novel. In addition to Ferrer and Miroslava, the cast features Anthony Quinn, Eugene Iglesias, Jose Torvay and Charlita.

Famous Matadors

A huge group of Mexico's most famous bullring personalities are seen in "The Brave Bulls," Robert Rossen's production for Columbia Pictures now at the Theatre. Based on Tom Lea's best-seller, the new film features Mel Ferrer at the head of a tremendous cast and introduces to American audiences beautiful blonde Miroslava, star of Mexican films. Anthony Quinn, Eugene Iglesias, Jose Torvay and Charlita are others in the cast.

The world of bullfighters—a slice of Mexico the average tourist never views—awaits moviegoers who see "The Brave Bulls," Robert Rossen's production for Columbia Pictures featuring Mel Ferrer and introducing beautiful, blonde Miroslava, currently at the Theatre.

A top bullfighter like Luis Bello, central character portrayed by Mel Ferrer in "The Brave Bulls," usually lives in Mexico City. He may fight in the capital three or four Sundays during the formal Winter season. Other Sundays he goes to Guadalajara, Monterrey, Puebla, Tijuana, even smaller towns if he is paid enough. "The Brave Bulls" shows Bello fighting at the Plaza Mexico and in the hinterlands. Some of the more humorous sequences of the film have Jose Torvay, a stingy small town bullfight impresario, trying to make a deal with Anthony Quinn, as Bello's manager. Bello finally accepts Torvay's offer because he wants his kid brother, Pepe Bello, played by Eugene Iglesias, to get a chance as a bull-

fighter on the same card.

Bullfighters meet the Sunday night press at the Palace Bar in Mexico City, just behind the Monument of the Revolution, to post-mortem the bulls, good and bad, of that afternoon. Producer-director Rossen took over this famed hangout for a day and a night, moved in lights and cameras, and shot the crowd as it was—and is.

About midnight, a matador—especially one like Luis Bello, who wants to forget potential death in the afternoon—may drop by the Tenampa, where the mariachis play and the señoritas are unescorted. Here he may meet a pliant lass like that portrayed by Charlita, featured in "The Brave Bulls." Here, too, he may be introduced, as Luis Bello is in the picture, to an aristocratic beauty like Miroslava, out slumming.

Out in a remote suburb city there's a tiny plaza and a cantina called La Azteca. Not dangerous, merely obscure, and definitely not in the guidebooks. But the tequila is full measure, and the tacos (at two cents apiece) are as good as one can buy anywhere in Mexico. It was here that "The Brave Bulls" company kept 500 people awake for three nights running, and paid them to enjoy themselves as movie extras.

In "The Brave Bulls" are shots of the crowds lining up for tickets to the Plaza Mexico, world's largest bullfight arena, on a Thursday morning, three days before a big *corrida de toros*. "The Brave Bulls" has a mob scene of 2,000 bullfight fans rushing the Plaza Mexico tunnels—a sight rarely seen by the American tourist. However, people are people and the crowds of Mexicans seen in "The Brave Bulls" are little different from the hosts of Americans in Rossen's "All The King's Men," which won the 1949 Academy Award as the best picture of the year. Like its predecessor, "The Brave Bulls" is based upon a best-selling novel—this one by Tom Lea. John Bright wrote the screen play.

Passion, Violence In 'Brave Bulls'

Robert Rossen's first screen production since his 1949 best picture Academy Award winning film, "All The King's Men," opens at the Theatre in Columbia Pictures' "The Brave Bulls," which is based upon the celebrated best-selling novel by Tom Lea.

In "The Brave Bulls," Rossen's producer-director talents are turned to spectacle and violence of the bullfight ring. The "Rossen methods with crowds," which helped him win an Oscar for "All The King's Men," again were employed in the filming of Lea's unusual story, violent in its passions, tremendous in its violence.

"The Brave Bulls" features Mel Ferrer in the central role, that of a star matador who needs a woman's soft arms around him at night to make him forget his harsh fears of death in the afternoon. Miroslava, Czechoslovakian-born beauty who has starred in many Mexican movies, is introduced to American audiences in the leading feminine role. Anthony Quinn is featured as the matador's manager, and Eugene Iglesias as Ferrer's younger brother, a would-be toreador. Jose Torvay and Charlita play a small town bullfight impresario and a waitress, respectively. John Bright wrote the screen play for "The Brave Bulls."



Brave Bulls Mat 2-A; Still No. 260

CONQUEROR AND CONQUERED, Mel Ferrer and Miroslava are featured in Columbia Pictures' new Robert Rossen production, "The Brave Bulls," based upon Tom Lea's celebrated novel and now at the Theatre. "The Brave Bulls" is Rossen's first film since he won the Academy Award for "All The King's Men."

Fiesta in 'Brave Bulls' Night-Long Spectacle

The most glittering fireworks ever seen in San Miguel de Allende—some 200 miles from Mexico City—climaxed Mexican location-shooting of Robert Rossen's production, "The Brave Bulls." The new Columbia picture, which features Mel Ferrer in the central role and introduces to American audiences Miroslava, blonde and beautiful toast of Mexican films, is currently at the Theatre.

The fiesta scenes photographed in San Miguel were not only the climax of the location-shooting but also a high point of the picture and of Tom Lea's best-selling novel on which it is based. Luis Bello, star matador, played by Ferrer, arrives in a small town just after his great love, Miroslava, and his manager, played by Anthony Quinn, have died in an automobile crash following a rendezvous. Bello, his morale shattered, once again must face "The Brave Bulls," whom he has come to fear.

The story calls for Bello to sulk in his small hotel room, unable to sleep because of the fiesta raging

outside his windows. The fiesta staged by the residents of San Miguel and its environs counterpoints Bello's inner torment.

As twilight gathered, the throbbing drumbeats of Otomi Indian dancers grew more insistent. Down the street were carried huge litters of sticks of unleavened bread, 15 feet long and embroidered with flowers. Then came a group of dancers straight out of paganism, beplumed with the dyed finery of lyre birds, who formed an oval around two devil-dancers, masked and hideous. The dancers were followed by church banners and then more dancers, some of them strumming mandolins of armadillo shells. The procession ended with more litters of sticks of bread and flowers. The litters were raised at the portals of the Church of San Miguel, but the dancers and music and fireworks continued through the night.

Producer-director Rossen's 1949 best picture Academy-Award-winning film, "All The King's Men" similarly used thousands of people and many places as a backdrop for a powerful story.



Brave Bulls Mat 3-A; Still No. Art 8

FILLED WITH SPECTACLE AND SUSPENSE, Columbia Pictures' "The Brave Bulls" is now at the Theatre with Mel Ferrer in the leading role and introducing beautiful, blonde Miroslava who plays opposite him. Based upon Tom Lea's celebrated novel, "The Brave Bulls" was produced

and directed by Robert Rossen, maker of "All The King's Men" which won the 1949 Academy Award as the best picture of the year. Anthony Quinn, Eugene Iglesias, Jose Torvay and Charlita portray important supporting roles in the picture. John Bright wrote the screen play.

Film 'Brave Bulls' From Steel Cage

A free-wheeling portable steel cage for all camera work in the bull rings of Mexico was perfected during the filming of "The Brave Bulls," Robert Rossen's production for Columbia Pictures, now at the Theatre.

The mechanism, which can lock wheels like a desk typewriter table, is self-propelled, large enough to accommodate three men, and can follow the action with closeups never before shown on the screen. The center of gravity is low enough to resist all but the most ferocious charges of "The Brave Bulls." Even if a raging beast tipped over the cage, the steel top and bars and the combination steel-and-wood floor assured the safety of the cameramen.

"The Brave Bulls," based on Tom Lea's best-selling novel, features Mel Ferrer as Luis Bello, star matador of Mexico and introduces in the feminine lead Miroslava, sensational star of Mexican films. Anthony Quinn, Eugene Iglesias, Jose Torvay and Charlita also are featured.

Dancer's Grace Vital in Bullring

Clifton Webb may not know it but he helped Mel Ferrer make a success of the leading role of "The Brave Bulls," Robert Rossen's production for Columbia Pictures now at the Theatre. The new film, based on Tom Lea's best-selling novel, features Ferrer as a star Mexican matador, and introduces to American audiences beautiful blonde Miroslava, sensation of Mexican films.

Mr. Webb launched Ferrer's Broadway stage career, a few years back, by teaching the young hopeful his dancing routine for a show that got Mel a Hollywood bid. Ferrer continued practising his dance steps, even though he never danced again in show business. The practice enabled the actor to have agility enough to portray a real bullfighter.

Though U. S. audiences who've never viewed the spectacle may not realize it, not all bullfight fans go to see death in the afternoon. Most of them attend to watch an art of footwork and swirling capes as precise as boxing or ballet. However, there is a goodly percentage of them who gratify a blood-lust while watching a *corrida de toros*, just as many of our own fight and football fans attend their favorite sports for their violent action.

Ferrer pointed out that great matadors have much in common with our own athletes. They make their complicated movements, whereby they avoid injury and even death on bulls' horns, seem effortless. Ferrer had to train for many weeks, before he was able to achieve the impressive, mechanical rhythms of the matadors.

Ferrer's experience as a dancer also enabled him to rehearse for long hours at high altitudes without becoming winded, until he could perfect the capework routines demanded by centuries-old tradition. There's a very practical reason for bullfighters to achieve perfection, Ferrer pointed out. "If the bulls don't like your capework, you're liable to get hurt."

John Bright wrote the screen play of "The Brave Bulls," which was directed by Rossen. Anthony Quinn, Eugene Iglesias, Jose Torvay and Charlia are featured.

Made in Mexico

"The Brave Bulls," Robert Rossen's spectacular production for Columbia Pictures, now at the Theatre with Mel Ferrer and Miroslava in the principal roles, was filmed not only in Hollywood and in the Churubusco Studio in Mexico City, but in other sections of Mexico. A number of bullfight arenas were used.



Mat 1-D; Still No. 110
MEL FERRER

Miroslava Makes Hollywood Debut

Sometimes the quickest way to Hollywood stardom is to return home.

A beautiful blonde girl named Miroslava is a case in point. She is currently the rage of Hollywood producers because of her sensational performance in "The Brave Bulls," Robert Rossen's production for Columbia Pictures, based upon Tom Lea's best-selling novel. The new film, now at the Theatre, features Mel Ferrer in the central role of Luis Bello, leading Mexican matador.

Some years ago, Miroslava quit Hollywood to return home, to admit defeat. A wise and kind woman saved the girl from oblivion. Her name is Lillian Albertson, distinguished drama coach and author of the book "Motion Picture Acting," a thespians' bible the world over. "I told her," Miss Albertson recalls, "to get out of here. Go home. Make her mark.



Mat 1-A; Still No. 141
MIROSLAVA

Rossen's Crowd Technique Employed in 'Brave Bulls'

Robert Rossen's famous "method with crowds" helped to win "All The King's Men" the 1949 Academy Award as the best picture of the year and Rossen's crowd scenes add considerably to the violent drama of "The Brave Bulls," his latest production for Columbia Pictures, currently at the Theatre. Based on Tom Lea's best-selling novel, "The Brave Bulls" has Mel Ferrer in the leading role and introduces Miroslava, beautiful sensation of Mexican films.

The producer-director's "method" consists largely of letting people behave like human beings. "I try to fill real people in real-life settings," Rossen stated recently. "I explain the action, yes. But I rehearse them as little as possible. Otherwise, a non-professional, a good live human, becomes just a bad actor.

A case in point was Rossen's handling of 2,000 people stampeding through the concrete tunnels of the Plaza Mexico, the world's biggest bullring, located in Mexico City. The action required Mel Ferrer, Anthony Quinn and Eugene Iglesias to fight their way through the crowd from three different directions to meet in front of the cameras.

Rossen briefed only the three principals. Even the police and soldiers, hired for their real-life roles to hold the mob back, didn't know the score.

"We had six cameras trained on the scene," Rossen recalled. "There they were, 2,000 shoving, sweating people, packed between 50-foot walls of concrete—and nothing seemed to give. We stopped the action before anyone got

hurt, but imagine trying to rehearse that!"

Jose Torvay, who plays a bullring promoter in "The Brave Bulls," got an open-air taste of the "Rossen method" in the cold Mexico City dawn, in front of the Plaza Mexico's downtown ticket office. Early Thursday morning, before a big Sunday bullfight, hundreds of fans were lined up in six block-long ques. Some had waited all night. Everyone was restless, tense, snappish.

Suddenly Torvay, who knew he was supposed to buck the line, tried it. The crowd, knowing nothing, resisted. It was touch-and-go until the cops rushed in to end the melee by forcibly removing from its center the diminutive harmless Torvay.

Trained for Role

Mel Ferrer, who portrays a leading matador of Mexico in "The Brave Bulls," Robert Rossen's production for Columbia Pictures now at the Theatre, prepared extensively for his role. Starting weeks before location-shooting began in the bull rings of Mexico, Ferrer studied the art of bullfighting with famed matador veteran Pepe Ortiz. In addition, he attended every bullfight within 300 miles of Mexico City. Evenings he worked with sword and cape, met leading matadors and absorbed bull ring atmosphere.

Love-ly Day!

All the love scenes of "The Brave Bulls," Robert Rossen's production for Columbia Pictures now at the Theatre, were photographed during the same day. The reason: to keep Mel Ferrer and Miroslava, romantic leads of the movie version of Tom Lea's best-seller, at high pitch.

Dress Delay

For his role as a Mexican matador in "The Brave Bulls," Robert Rossen's production for Columbia Pictures now at the Theatre, Mel Ferrer required a full two hours and 15 minutes to dress in the traditional bullfighter's costume. Miroslava, Mexican star, is introduced in the film.

And some day—what a prophet I turned out to be!—Hollywood would welcome her back as a star."

The "go home, young woman" incident happened back in 1944. Miroslava, a shy and awkward teen-ager, had come to Hollywood from Mexico City to study drama at the expense of a wealthy Mexican couple. She had fled her native Czechoslovakia with her parents and brother to come to Mexico in 1940. She spoke Czech, French and German. Her English was so-so. Under Miss Albertson's tutelage, she learned diction, poise and histrionic skill.

Suddenly, there was illness in her benefactor's family. Money ran out. Miroslava wept in her teacher's arms, desperately anxious to scale the Hollywood citadel alone. If Marlene Dietrich had done it, so could she, the girl insisted, forgetting that Miss Dietrich had arrived in Hollywood a noted European star.

Miroslava took Miss Albertson's advice, went home to Mexico and quickly achieved star billing in down-under films. When producer-director Rossen was seeking a heroine for "The Brave Bulls," she was the logical choice.

Rough Sport

Sports authorities who have seen both claim that bull fighting makes even the most rugged encounter of our own prize ring look like sissy stuff. Those who have never viewed the Latin-American sport can see it in all its violence in Robert Rossen's production for Columbia Pictures, "The Brave Bulls," now at the Theatre.

Miroslava Uses

Slap 'Follow-Thru'

Anthony Quinn claims you haven't been slapped until you've been slapped by Miroslava. The husky actor, no stranger to violence, got the surprise of his life during the filming of "The Brave Bulls," Robert Rossen's production for Columbia Pictures, now at the Theatre.

Expecting the nice gentle pat that John Bright's script wanted, Tony got a wallop that left his face burning the rest of the day. It turned out that Miroslava, who is introduced to American audiences in "The Brave Bulls," had been coached in self-defense by Mexico's top athletes. She slaps with a wicked flip of the wrist.

"She said she learned the trick from a jai-alai player," Quinn moaned that night to Mel Ferrer, who heads the cast of "The Brave Bulls," which is based on Tom Lea's best-seller.

Kiss Know-How

Miroslava, beautiful Mexican film star who makes love both to Mel Ferrer and Anthony Quinn in "The Brave Bulls," blasted a widespread delusion about Latin lovers after the completion of the Robert Rossen production for Columbia Pictures, now at the Theatre. "Don't talk to me about Americans being dull lovers," she told a friend. "I've been in 11 Mexican films, and no leading men have kissed me the way Mel and Tony did."



Brave Bulls Mat 2-C; Still No. 134

BASED ON TOM LEA'S BEST-SELLER, Columbia Pictures' new Robert Rossen production, "The Brave Bulls," features Mel Ferrer, right, Anthony Quinn and Eugene Iglesias. Beautiful blonde Miroslava is introduced in the Theatre drama.



Brave Bulls Mat 2-D; Still No. 306

STORY OF A MAN AND A WOMAN, Columbia Pictures' new Robert Rossen production, "The Brave Bulls," features Mel Ferrer and introduces Miroslava at the Theatre in an impassioned drama based upon the Tom Lea best-seller.

Exciting Showmanship Sells 'The Brave Bulls'

"The Brave Bulls" is one of the greatest motion pictures you have ever played or ever will play in your theatre. In addition to an all-out advance-of-playdate campaign, give the film a gala opening night, in which society figures, civic and government dignitaries and other important localites attend. Borrow powerful searchlights from a nearby military post to light up the front of your theatre. Have the police department in attendance to handle crowds. Arrange for a radio or television broadcast from your theatre. Make your opening night a night to remember!

OPINION-MAKERS

Invite newspaper editors and columnists, radio and television announcers and other opinion-makers of your town to special advance showings of "The Brave Bulls." Use their quotes in your lobby, in newspaper advertisements and in printed material.

TITLE DISPLAY

Sell the magnificent scope of "The Brave Bulls" by spelling out the title with action stills. Use as many stills as are required to make the display as large as possible. Paint a border around each still montage to bring out each individual letter.

Miroslava

- Let moviegoers "discover" an exciting new star in Miroslava, exciting blonde sensation of Mexican films who is introduced to American audiences in "The Brave Bulls."
- The regular upright still set, available at National Screen Service, contains a number of photos of Miroslava which are "musts" for movie pages, fashion windows, women's pages and for your lobby. Illustrated below is an adaptation of Still No. 267.
- Ask movie editors and radio commentators to call attention to Miroslava's debut in "The Brave Bulls."



PERSONAL MESSAGE

Sell "The Brave Bulls" as one of the most important motion pictures ever to play your theatre by mailing a special "letter from the manager" like the one below. The same message might be used in a lobby display and in heralds.

Dear Patron:

The long-awaited film, "The Brave Bulls," will have its local premiere at the Theatre. Produced and directed by Robert Rossen, who made the 1949 best picture Academy Award winner, "The King's Men," the new Columbia picture is based upon Tom Lea's memorable best-selling novel. It is a story of violent passion, of raw courage and of man's need for a woman and woman's need for a hero. "The Brave Bulls" is like nothing you've ever seen. No motion picture in my experience matches its splendor or surpasses its suspense.

A tremendous cast was assembled for "The Brave Bulls." Mel Ferrer plays the central role, that of Luis Bello, leading matador of Mexico, who forgets his harsh fears of death in the afternoon by having soft arms around him at night. "The Brave Bulls" introduces to American movie audiences that breath-taking blonde beauty of Mexican films, Miroslava. In addition to Anthony Quinn and the other featured players, "The Brave Bulls" is a drama involving thousands who thrill to courage on the white-hot earth of Mexico, as you will thrill to it on the screen.

"The Brave Bulls" is a motion picture vast in scope, unmatched in its spectacle, spectacular in its daring. I know you will enjoy it.

Sincerely,

'RAVE!'

Try to have the "RAVE" stand out in the title word "BRAVE" wherever it is used. On your marquee, overhead board or lobby electric displays, flicker the "RAVE" or arrange for the letters to flash on ten seconds before the rest of the title, and to remain lit ten seconds after the rest of the title has been darkened. On posters, underline the "RAVE" or paint it in a contrasting color.

MATADOR

Dress a man in full matador regalia and have him tour your town in advance of your engagement. A small sign on his back bears credits. Have the man stand out front on opening day. The ballyhoo will be considerably more attention-getting if the man can play Latin tunes on a guitar.

CUTOUT

Cut out the figures of Mel Ferrer and Miroslava from the six-sheet and mount it for an effective and inexpensive lobby standee. Add complete credits at the base. The cutout can also be used to great advantage atop your marquee. The same pose is available as Still No. Art 5, shown here in reverse.



BULL'S HEAD

See if you can locate a mounted bull's head or simulation of one, suitable to be carried over a man's head. Send him around town on opening day, with a credit sign on his back. Plant a gag photo of a pretty girl "killing" the bull—with credits.

COMPARISON CONTEST

Link "The Brave Bulls" with Robert Rossen's 1949 best picture Academy Award-winning film, "All The King's Men," by conducting a newspaper or radio contest in which entrants write essays, in 100 words or less, comparing both pictures. Offer prizes for the best entries submitted.

HERALD, TRAILER, STILLS

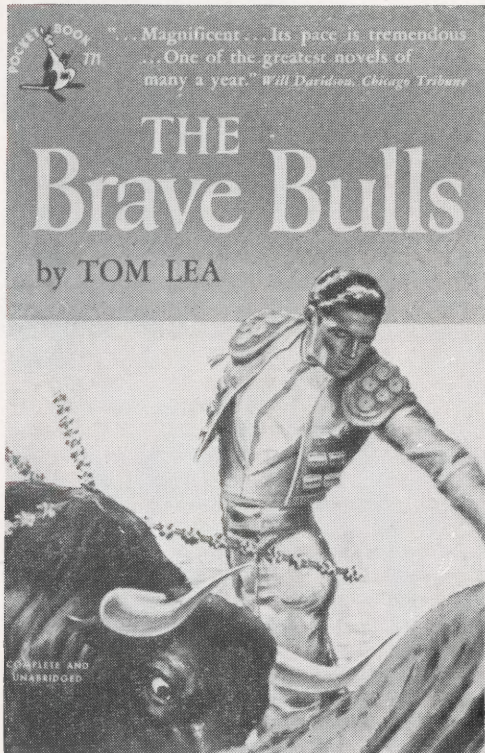
The following showmanship "musts" are available for your campaign from National Screen Service:

HERALD: A large-scale herald for a large-scale production! See the special 11½" x 17", four-page herald illustration on the back cover of this pressbook.

TRAILER: The matchless splendor, suspense and romance of "The Brave Bulls" are pre-sold to your patrons in this sensational trailer. Show it as early and as often as possible.

STILLS: 1) set of 25 flat stills; 2) set of 25 uprights; 3) 11" x 14" set of 15; 4) art set (photo reproductions of key art from the ads and posters); 5) publicity-exploitation set (stills used in publicity and exploitation campaigns).

Promote Book-Film Tie-Up



Millions have thrilled to the celebrated best-selling novel by Tom Lea, upon which "The Brave Bulls" is based. The new Pocket Books edition, illustrated at left, is being merchandised throughout the United States (see tack card, right.) Be sure that all the literary groups in your town know that the novel is now a great movie, coming to your theatre. Invite newspaper book reviewers to see the picture and write articles on it. Use blow-ups of book reviews in your lobby and spot book review quotes in your promotion material.



↑ TACK CARD ↑

A limited quantity of two-color newsstand tack cards, shown above, are available at your Columbia Pictures exchange. Place them with the help of the local Pocket Books distributor. For further information write: *Exploitation Department, Columbia Pictures Corp., 729 7th Ave., N.Y. 19, N.Y.*

Newspapers

GREAT MOMENTS: In the picture, Mel Ferrer, as the matador Luis Bello, has the greatest sensation of his life—"For a moment he was afraid of nothing!" This can inspire a newspaper or radio contest in which entrants submit essays, in 50 words or less, on the subject: "The Greatest Moment of My Life." Present guest tickets to your theatre for the most interesting entries submitted.

CROWD SCENES: Tell the photography editor of a local newspaper about the magnificent crowd scenes in "The Brave Bulls," greater even than those in "All The King's Men," and ask him to sponsor an amateur photo contest in which entrants submit shots of local crowd scenes. Cash or promoted merchandise prizes are presented to winners, guest tickets to runners-up. Stunt may also be worked with local camera supply shop. In this case, publicize the competition via cooperative advertisements, news stories and window displays.

PHOTO STORY: A story-in-pictures treatment (stills with keyed-in captions) is available for newspaper reproduction in strip form only. If your paper will cooperate, write Publicity Department, Room 901, Columbia Pictures Corp., 729 Seventh Ave., New York 19, N.Y. The material will be mailed to the paper and your theatre's name will be mentioned.

BOOK STORES

Set bulletin board displays linking the book with your showing in all public libraries. Similarly, arrange window displays in book stores and lending libraries and try for co-op ads, too. Make store displays as attractive as possible through liberal use of stills. An "out-of-the-pages-of-the-book" display might also be set up in your theatre lobby using a blow-up of the book, stills from the film and elements from the posters.

WALKING BOOK BALLY

Improvise a huge "book" which can fit over a man's shoulders with copy that Tom Lea's novel is now another screen hit from Robert Rossen, producer of the 1949 best picture Academy Award winner, "All The King's Men." Send "book" around town during playdate.

BOOK MATINEE

Offer free admission to the first 50 people who bring to your theatre copies of Tom Lea's novel in its Little, Brown and Co. original edition. Announce that books will be sent to a local hospital or charity.

BOOKMARK →

Imprint your credits and distribute these in schools, libraries, etc. **Order Mat I-E (2" x 6") from National Screen Service.**



Radio

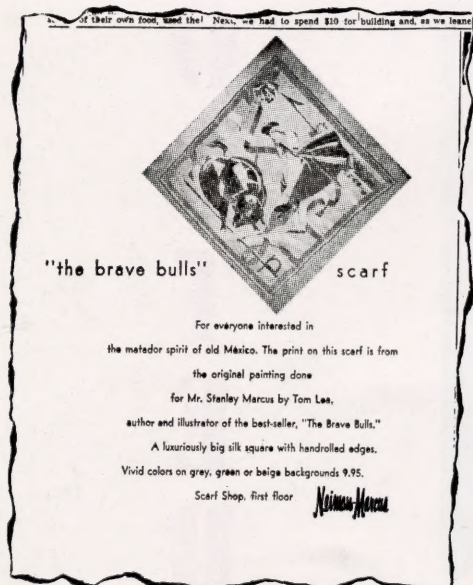
TRANSCRIPTION: The radio transcription includes 15-, 30- and 60-second spot announcements. Place it on local radio stations; use it in your lobby and during show breaks. All spots are open end for local announcer to add credits. Order transcription from your Columbia Pictures exchange. It will be shipped from N. Y.

SPOTS: Place these announcements where they will reach the most listeners.

15 SECONDS: "The Brave Bulls!" Violent in its passions! Dramatic in its violence! From the pages of Tom Lea's celebrated best-selling novel comes another memorable achievement by Robert Rossen, producer of the 1949 best picture Academy Award-winner, "All The King's Men." See "The Brave Bulls" at the State Friday!

30 SECONDS: "The Brave Bulls!" Here is a motion picture! Nothing you've ever seen matches its splendor... surpasses its suspense! Columbia Pictures proudly presents Robert Rossen's production of "The Brave Bulls," at the State Theatre Friday. You thrilled to Robert Rossen's 1949 best picture Academy Award-winning film, "All The King's Men." You'll be more thrilled when you see "The Brave Bulls," based on Tom Lea's great novel. "The Brave Bulls" features Mel Ferrer and introduces beautiful Miroslava. See "The Brave Bulls" at the State Theatre starting Friday!

Merchandise Your Picture



↑ SCARF ↑

Illustrated here is a newspaper advertisement of Neiman-Marcus, one of the world's leading department stores, announcing "The Brave Bulls" Scarf, reproduced from the original painting by Tom Lea, author of the best-selling novel. Contact local stores who handle scarf and arrange co-op ads and window displays. Too, plant on newspaper fashion pages the photo of the scarf itself, available at National Screen Service as Still No. Exp. 1. For information, write: **Strauss and Mueller, Symphony Scarfs, 389 Fifth Ave., N. Y. 16, N.Y.**

Your engagement can—and should!—inspire a number of department and specialty store promotions of Mexican fashions, jewelry, handicraft, etc. Contact the head of the best store in town and give him the exclusive right to use the title to sell his merchandise if he promotes it big—newspaper ads, displays, fashion show, etc. Please avoid the use of players' names and photos and any direct or implied endorsement. Other promotion angles are contained on this page:



↑ BLOUSE ↑

Inspired by "The Brave Bulls" is the Matador Blouse which has been publicized in leading woman's magazines and in newspapers from coast to coast. Contact local stores who handle the blouse and arrange co-op campaign. **For information write: Florence Glassberg, 49 West 37th Street, New York, N.Y.**

SELL THE MUSIC

"The Brave Bulls" has one of the finest musical scores ever recorded on a motion picture sound track. Much of the music was written especially for the picture, but the numbers listed below, popular Latin tunes available on RCA-Victor records, are also heard in the film. Get the discs played by local radio stations, with announcements crediting your showing of "The Brave Bulls." Arrange music store window and counter displays selling the records and the picture. Too, play the records in your theatre and lobby. The records: "The Virgin of Macarena" (#76384-A) Adelita Trujillo; "Cielo Andaluz" (#70-7125-A) Orquesta Espanola under the direction of Rafael Oropesa; "Adelita" (#23-0349-A) Tito Guizar and His Troubadours; "Tu Solo Tu" (#23-1409-A) Miguel Acebes Mejia and (#23-1503-B) Fernando Fernandez and Lupita Palomera; "Mambo" No. 5 (#23-1546-B) Perez Prado.

SONG AND DANCE

- Get local dance hall, hotel or social organization to run "Brave Bulls" Fiestas featuring Mexican music, costumes, etc.
- Induce the dance studio in town to create a "Brave Bulls" Rhumba. Help promote it via co-op ads, demonstrations, posters, etc.
- Locate a small group of Mexican music musicians to give impromptu shows in the streets, hotels, clubs, on the air, etc. Be sure to get your credits.

Honor Mexico

- Invite local Mexican officials and visiting dignitaries from Mexico to be your guests of honor on opening night at a special advance preview. Plant a newspaper photo and arrange interviews.
- Arrange for the Mexican consul or other Mexican dignitary to present a special scroll to Robert Rossen commending him for his achievement in bringing Mexico to the screen in "The Brave Bulls." Get publicity.
- Have the leading Mexican in your town (a pretty Mexican girl would be best of all) present the print of "The Brave Bulls" to your mayor.
- Ask the mayor of your town to honor "The Brave Bulls" with a special proclamation citing the film for its substantial contribution to friendly relations between the United States and Mexico.

Schools

All the educators of your town will be interested in "The Brave Bulls," a magnificent and entertaining story about Mexico. Hold a special advance preview for the faculty and student leaders of your colleges and high schools, and get their cooperation in promotions like the following:

FILM: Link "The Brave Bulls" with Tom Lea's memorable novel on which it is based by offering prizes for the best reviews of the book. Too, ask educators to help place and distribute posters and bookmarks (see page 6 of this pressbook) linking the book with the picture.

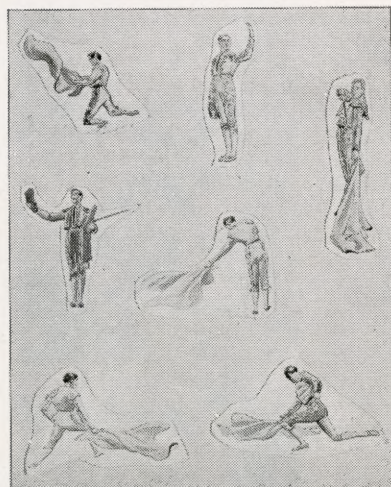
REVIEW: Offer awards for the most interesting reviews of the picture submitted by a local college and high school student. Publicize the competition in school publications, bulletin boards, etc.

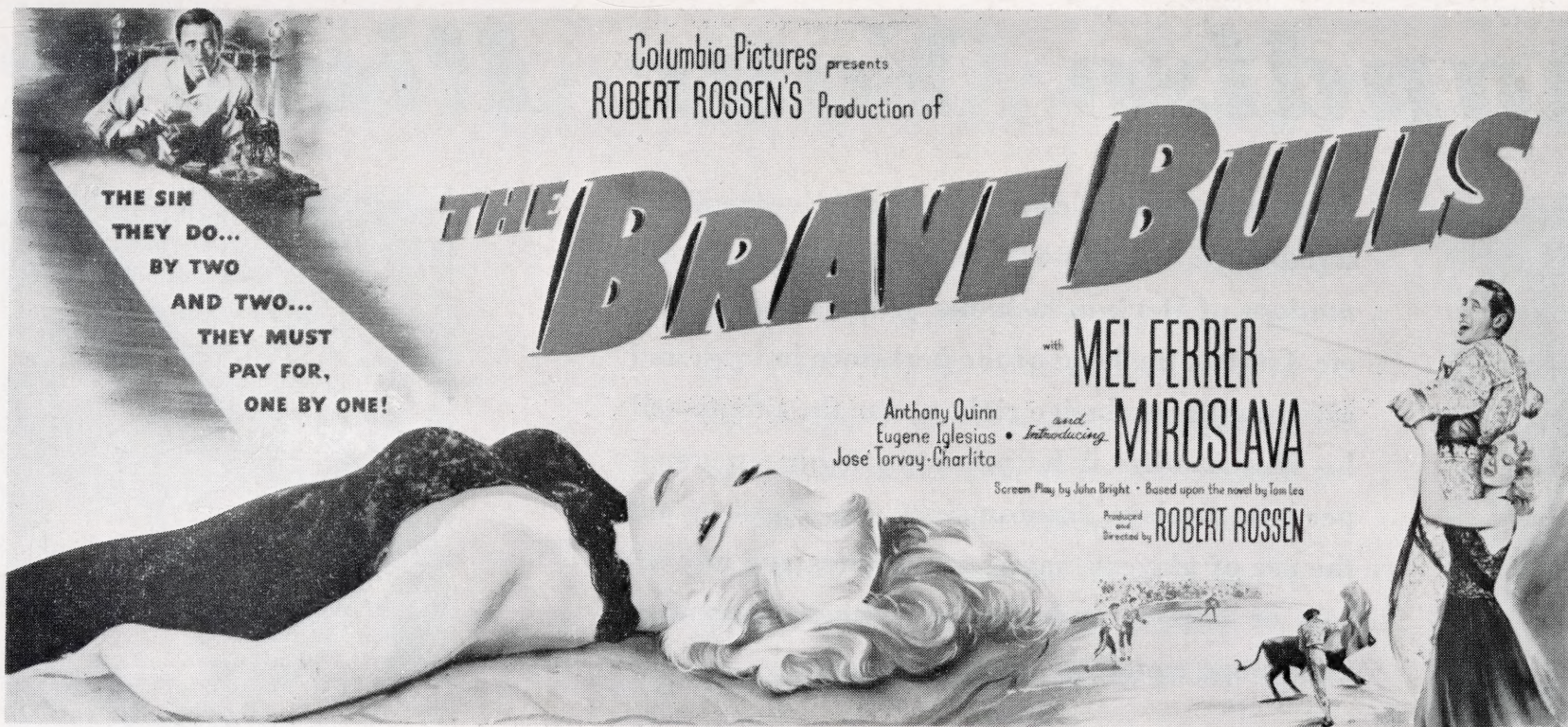
ART: Supply the art teachers of high schools with action and art stills from the picture and offer guest tickets to students who submit the finest posters publicizing your playdate. Display their efforts in your lobby in advance of playdate and in shop windows throughout town.

RADIO: Arrange a screening for a group of high school and college students, and then have them interviewed over a local radio or television station for comments.

Art Still

The drawings of a matador in action are available on Still No. Art 3. Individual drawings can be enlarged for lobby cutouts and displays. Use the drawings for school art classes, offering guest tickets for the neatest tracings or best copies. Spot the drawings in your program.





TWENTY-FOUR SHEET

**P
O
S
T
E
R
S**



SIX SHEET



THREE SHEET



ONE SHEET



EIGHT 11x14's

LOBBIES



22x28 A



22x28 B SLIDE (Same Design)



11 1/2 x 17 FOUR-PAGE HERALD



INSERT CARD



WINDOW CARD

ORDER ALL ACCESSORIES, SPECIAL STANDEES and 30x40, 40x60, 24x60 and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE

ADVERTISING SECTION

Nothing you've ever seen—

MATCHES ITS SPLENDOR... SURPASSES ITS SUSPENSE!

Your hammering heart will pound to the violence of his passions... the flaming of his courage... his need to conquer... and her need for a conqueror!



Columbia Pictures
presents

ROBERT ROSSEN'S Production of



THE BRAVE BULLS

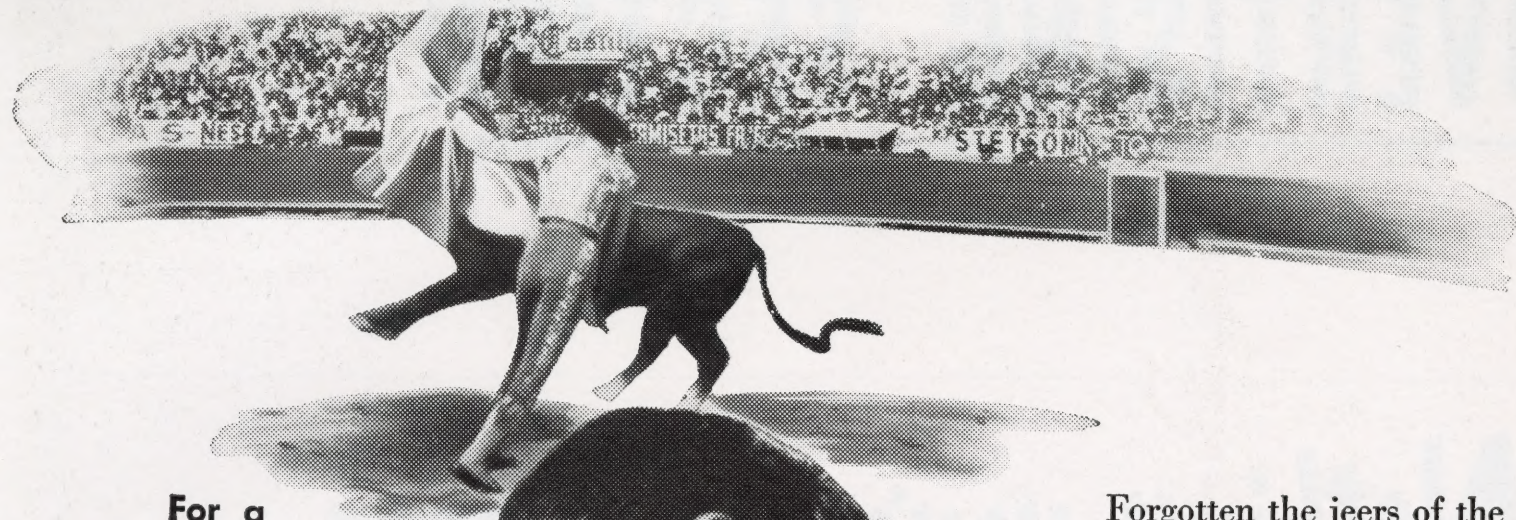
with **MEL FERRER** · Anthony Quinn · Eugene Iglesias · José Torvay · Charlita

and introducing **MIROSLAVA** Screen Play by John Bright · Based upon the novel by Tom Lea · Produced and Directed by **ROBERT ROSSEN**

Produced by
the maker of
last year's
Academy
Award-winning
"ALL THE
KING'S MEN!"

705-Line Ad Mat No. 501—5 Cols. x 141 Lines

↑ (This ad also available in 3-column size (see page 7a) and 4-column size (156-Line Ad Mat No. 401—4 Cols. x 114 Lines).) ↑



For a
moment...

**HE
WAS
AFRAID
OF
NOTHING!**

Forgotten the jeers of the crowd...the slash of the horns! For one brief, eternal minute, he knew every glory known to man, loved every woman who ever lived!



Screen Play by John Bright - Based upon the novel by Tom Lea

Columbia Pictures presents
ROBERT ROSSEN'S Production of

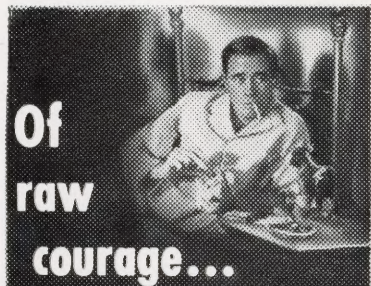
THE BRAVE BULLS

with MEL FERRER
Anthony Quinn • Eugene Iglesias • José Torvay • Charlita
and introducing MIROSLAVA

Produced and
Directed by
ROBERT ROSSEN
maker of last
year's Academy
Award-winning
"ALL THE
KING'S MEN."

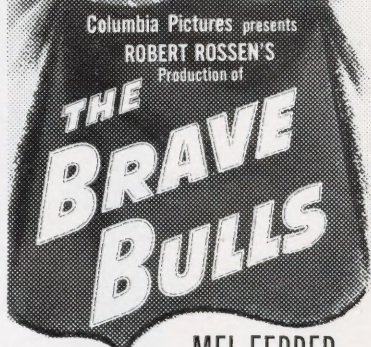
600-Line Ad Mat No. 403—4 Cols. x 150 Lines

↑ (This ad also available in 3-column size. See page 8a.) ↑



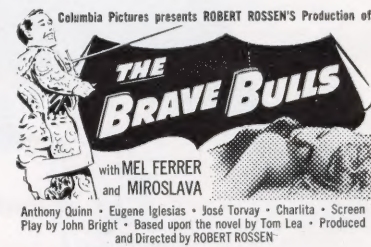
Of
raw
courage...

violent passion
...spectacular
daring!



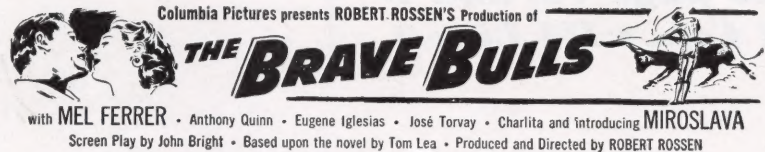
Columbia Pictures presents
ROBERT ROSSEN'S
Production of
**THE
BRAVE
BULLS**
with MEL FERRER
Anthony Quinn • Eugene Iglesias
José Torvay • Charlita
and
introducing MIROSLAVA
Screen Play by John Bright
Based upon the novel by Tom Lea
Produced and Directed by ROBERT ROSSEN

Ad Mat No. 106—100 Lines



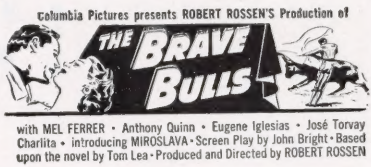
Columbia Pictures presents ROBERT ROSSEN'S Production of
**THE
BRAVE
BULLS**
with MEL FERRER
and MIROSLAVA
Anthony Quinn • Eugene Iglesias • José Torvay • Charlita • Screen
Play by John Bright • Based upon the novel by Tom Lea • Produced
and Directed by ROBERT ROSSEN

Ad Mat No. 102—17 Lines



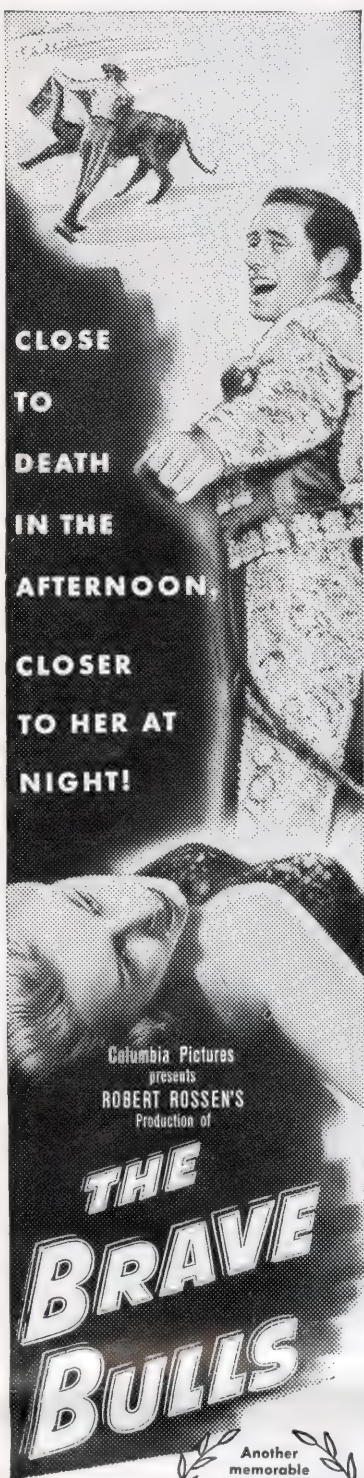
Columbia Pictures presents ROBERT ROSSEN'S Production of
THE BRAVE BULLS
with MEL FERRER • Anthony Quinn • Eugene Iglesias • José Torvay • Charlita and introducing MIROSLAVA
Screen Play by John Bright • Based upon the novel by Tom Lea • Produced and Directed by ROBERT ROSSEN

20-Line Ad Mat No. 201—2 Cols. x 10 Lines



Columbia Pictures presents ROBERT ROSSEN'S Production of
THE BRAVE BULLS
with MEL FERRER • Anthony Quinn • Eugene Iglesias • José Torvay
Charlita • introducing MIROSLAVA • Screen Play by John Bright • Based
upon the novel by Tom Lea • Produced and Directed by ROBERT ROSSEN

Ad Mat No. 101—11 Lines



CLOSE
TO
DEATH
IN THE
AFTERNOON.
CLOSER
TO HER AT
NIGHT!

Columbia Pictures
presents
ROBERT ROSSEN'S
Production of

THE BRAVE BULLS

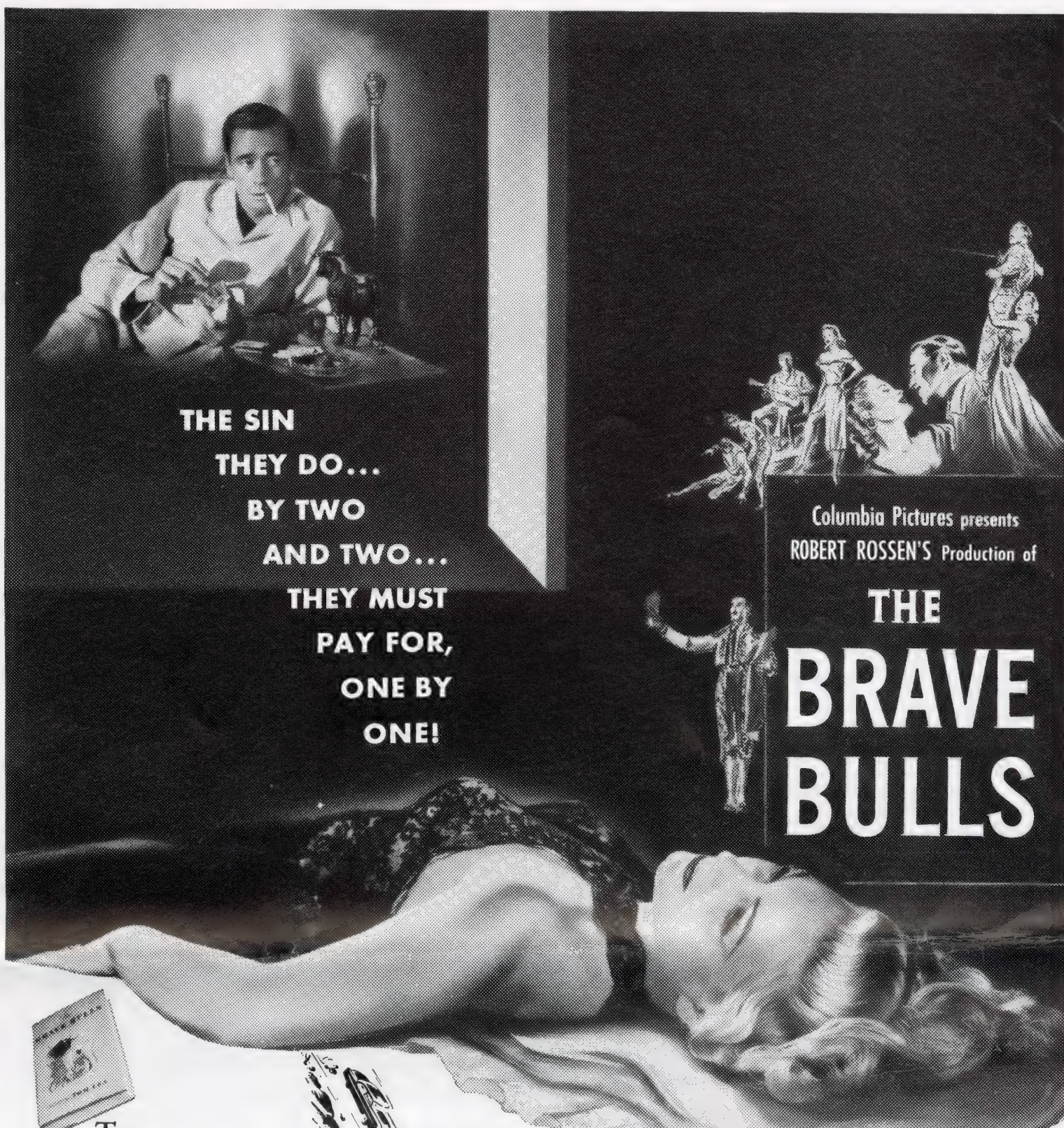
with MEL FERRER
Anthony Quinn · Eugene Iglesias
José Torvay · Charlita

Another
memorable
achievement by
the producer of last
year's Academy Award-
winning
"ALL THE
KING'S MEN."

and introducing
MIROSLAVA

Screen Play by John Bright
Based upon the novel by Tom Lea
Produced and Directed by ROBERT ROSSEN

Ad Mat No. 107—133 Lines



THE SIN
THEY DO...
BY TWO
AND TWO...
THEY MUST
PAY FOR,
ONE BY
ONE!

Columbia Pictures presents
ROBERT ROSSEN'S Production of
**THE
BRAVE
BULLS**

The story of man's need
for a woman...and woman's need
for a hero—from the impassioned
pages of Tom Lea's best seller
...brought to the screen by Robert
Rossen, maker of last year's
Academy Award-Winning
"ALL THE KING'S MEN!"

with MEL FERRER · Anthony Quinn · Eugene Iglesias
José Torvay · Charlita and introducing MIROSLAVA
Screen Play by John Bright · Based upon the novel by Tom Lea
Produced and Directed by ROBERT ROSSEN

600-Line Ad Mat No. 404—4 Cols. x 150 Lines

↑ (This ad also available in 3-column size. See page 5a.) ↑



From the maker
of last year's
Academy Award
winning "ALL
THE KING'S MEN!"

THE BRAVE BULLS

with MEL FERRER
and introducing MIROSLAVA

Anthony Quinn · Eugene Iglesias · José Torvay · Charlita · Screen
Play by John Bright · Based upon the novel by Tom Lea · Produced
and Directed by ROBERT ROSSEN

Ad Mat No. 103—32 Lines



His first since last year's Academy Award-winning "ALL THE KING'S MEN!"

Columbia Pictures presents ROBERT ROSSEN'S Production of

THE BRAVE BULLS

with MEL FERRER and introducing MIROSLAVA

Anthony Quinn · Eugene Iglesias · José Torvay · Charlita · Screen Play by John Bright
Based upon the novel by Tom Lea · Produced and Directed by ROBERT ROSSEN

34-Line Ad Mat No. 202—2 Cols. x 17 Lines

UNMATCHED IN ITS SPECTACLE...
SPECTACULAR IN ITS DARING!

Your hammering heart will tell you
... here is greatness!

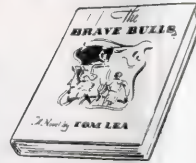
Columbia Pictures presents

ROBERT ROSSEN'S
Production of

THE BRAVE BULLS



From the
celebrated best-seller
by Tom Lea—
and produced by
Robert Rossen,
maker of last year's
Academy Award-winning
"ALL THE KING'S MEN!"



with
MEL FERRER
MIROSLAVA

Anthony Quinn • Eugene Iglesias • José Torvay • Charlita . . . and introducing
Screen Play by John Bright • Based upon the novel by Tom Lea • Produced and Directed by **ROBERT ROSSEN**

500-Line Ad Mat No. 402—4 Cols. x 125 Lines



CLOSE
TO DEATH
IN THE AFTERNOON...

CLOSER
TO HER
IN THE
NIGHT!

*Violent in its
passions...dramatic
in its violence...
another memorable
achievement
from the maker of
last year's Academy
Award-winning
"ALL THE KING'S MEN."*



Columbia Pictures presents ROBERT ROSSEN'S Production of

THE BRAVE BULLS

with **MEL FERRER** Anthony Quinn • Eugene Iglesias • José Torvay • Charlita
and introducing **MIROSLAVA**

Screen Play by John Bright • Based upon the novel by Tom Lea • Produced and Directed by **ROBERT ROSSEN**

396-Line Ad Mat No. 305—3 Cols. x 132 Lines

Close
To Death
In The
Afternoon...



CLOSER
TO HER
AT NIGHT!

Columbia Pictures presents ROBERT ROSSEN'S
Production of
THE BRAVE BULLS

Each moment of passion... each scene of splendor
brought alive by the maker of last year's
Academy Award-winning "ALL THE KING'S MEN."

with **MEL FERRER** Anthony Quinn - Eugene Iglesias
José Torvay - Charita
and introducing **MIROSLAVA** Screen Play by John Bright
Based upon the novel by Tom Lea
Produced and Directed by **ROBERT ROSSEN**

278-Line Ad Mat No. 207—2 Cols. x 139 Lines

THE SIN
THEY DO...
BY TWO
AND TWO...
THEY MUST
PAY FOR,
ONE BY
ONE!

Columbia Pictures presents
ROBERT ROSSEN'S Production of
THE BRAVE BULLS

The story of man's need
for a woman...and woman's need
for a hero—from the impassioned
pages of Tom Lea's best seller
..brought to the screen by Robert
Rossen, maker of last year's
Academy Award-Winning
"ALL THE KING'S MEN!"

with **MEL FERRER** Anthony Quinn Eugene Iglesias
José Torvay • Charita and introducing **MIROSLAVA**
Screen Play by John Bright • Based upon the novel by Tom Lea
Produced and Directed by **ROBERT ROSSEN**

339-Line Ad Mat No. 304—3 Cols. x 113 Lines

↑ (This ad also available in 4-
column size. See page 3a.) ↑

STARTS
THURS. THEATRE

For one
eternal
moment...
he loved
every woman
who ever
lived!

Columbia Pictures presents
ROBERT ROSSEN'S Production of
THE BRAVE BULLS

by the maker of last year's
Academy Award-winning
"ALL THE KING'S MEN"

with **MEL FERRER** Anthony Quinn - Eugene Iglesias - José Torvay - Charita
and introducing **MIROSLAVA**
Screen Play by John Bright • Based upon
the novel by Tom Lea
Produced and Directed
by ROBERT ROSSEN

Ad Mat No. 105—71 Lines

NOW
PLAYING THEATRE

Another memorable
achievement by the
maker of last year's
Academy Award-winning
"ALL THE KING'S
MEN!"

Columbia Pictures
presents
ROBERT ROSSEN'S Production of
THE BRAVE BULLS

with **MEL FERRER**
Anthony Quinn - Eugene Iglesias
José Torvay - Charita
and introducing **MIROSLAVA**
Screen Play by John Bright
Based upon the novel by Tom Lea
Produced and Directed by
ROBERT ROSSEN

Ad Mat No. 104—56 Lines



THE SIN
THEY DO...
BY TWO
AND TWO...
THEY MUST
PAY FOR,
ONE BY
ONE!

Columbia Pictures presents
ROBERT ROSSEN'S Production of

THE BRAVE BULLS



The story of a man's
need for a woman...
and woman's need for a
hero—produced by the
maker of last year's
Academy Award-winning
"ALL THE KING'S MEN."

with
MEL FERRER Anthony Quinn • Eugene Iglesias • José Torvay • Charlita

and introducing **MIROSLAVA**
Screen Play by John Bright • Based upon the novel by Tom Lea
Produced and Directed by **ROBERT ROSSEN**



504-Line Ad Mat No. 306—3 Cols. x 168 Lines

9 Art Stills!

A set of 9 stills (reproductions of key art from the ads and posters) is available for your use. Order from your National Screen Service exchange.



UNMATCHED
IN ITS
SPECTACLE..

SPECTACULAR
IN ITS
DARING!

Robert Rossen's
first production since
his Academy Award-Winning
"All The King's Men"

Columbia Pictures presents ROBERT ROSSEN'S
Production of
THE BRAVE BULLS

Screen Play by John Bright
Based upon the novel by Tom Lea
Produced and Directed by ROBERT ROSSEN

with MEL FERRER • Anthony Quinn • Eugene Iglesias
José Torvay • Charlita and introducing **MIROSLAVA**

140-Line Ad Mat No. 208—2 Cols. x 70 Lines



Unmatched IN ITS SPECTACLE...
SPECTACULAR IN ITS DARING!

Columbia Pictures presents
ROBERT ROSSEN'S Production of

THE BRAVE BULLS

From the maker
of last year's
Academy Award-winning
"ALL THE KING'S MEN!"

with MEL FERRER and introducing MIROSLAVA
Anthony Quinn • Eugene Iglesias • José Torvay • Charlita • Screen Play by John Bright
Based upon the novel by Tom Lea • Produced and Directed by ROBERT ROSSEN

56-Line Ad Mat No. 203—2 Cols. x 28 Lines

Official Billing

Columbia Pictures presents	25%
ROBERT ROSSEN'S	25%
Production of	
THE BRAVE BULLS	100%
with	
MEL FERRER	50%
Anthony Quinn • Eugene Iglesias • José Torvay • Charlita	15%
and introducing	
MIROSLAVA	50%
Screen Play by John Bright	10%
Based upon the novel by Tom Lea	10%
Produced and Directed by ROBERT ROSSEN	25%

THE SIN THEY DO... BY TWO AND TWO... THEY MUST PAY FOR, ONE BY ONE!

Columbia Pictures presents
ROBERT ROSSEN'S
 Production of
THE BRAVE BULLS

with **MEL FERRER**
 Anthony Quinn • Eugene Iglesias • José Torvay • Charlita

and introducing **MIROSLAVA** . Screen Play by John Bright
 Based upon the novel by Tom Lea • Produced and Directed by **ROBERT ROSSEN**

Brought to the screen by the makers of last year's Academy Award-winning "ALL THE KING'S MEN!"

140-Line Ad Mat No. 205—2 Cols. x 70 Lines

303-Line Ad Mat No. 301
 3 Cols. x 101 Lines

297-Line Ad Mat No. 302
 3 Cols. x 99 Lines

(This ad also available in 4-column size (456-Line Ad Mat No. 401-4 Cols. x 114 Lines) and 5-column size (see front cover).

THEATRE **STARTS TOMORROW**

UNMATCHED IN ITS SPECTACLE... SPECTACULAR IN ITS DARING!

...Of violent passion ...raw courage and man's need for a woman... of soft arms and too much wine and mortal combat... Of such is greatness!

Columbia Pictures presents **ROBERT ROSSEN'S**
 Production of
THE BRAVE BULLS

with **MEL FERRER** - Anthony Quinn Eugene Iglesias
 José Torvay - Charlita and introducing **MIROSLAVA**

Screen Play by John Bright
 Based upon the novel by Tom Lea • Produced and Directed by **ROBERT ROSSEN**

Produced by the maker of last year's Academy Award-winning "ALL THE KING'S MEN!"

Nothing you've ever seen—
MATCHES ITS SPLENDOR... SURPASSES ITS SUSPENSE!

Your hammering heart will pound to the violence of his passions . . . the flaming of his courage . . . his need to conquer . . . and her need for a conqueror!

Columbia Pictures presents
ROBERT ROSSEN'S Production of
THE BRAVE BULLS

with **MEL FERRER** Anthony Quinn • Eugene Iglesias • José Torvay • Charlita
 and introducing **MIROSLAVA** . Screen Play by John Bright • Based upon the novel by Tom Lea • Produced and Directed by **ROBERT ROSSEN**

Produced by Robert Rossen... maker of the Academy-Award-winning "ALL THE KING'S MEN"

THEATRE

Nothing you've ever seen—
MATCHES ITS SPLENDOR SURPASSES ITS SUSPENSE!

Columbia Pictures presents
ROBERT ROSSEN'S
 Production of
THE BRAVE BULLS

with **MEL FERRER** - Anthony Quinn - Eugene Iglesias
 José Torvay - Charlita and introducing **MIROSLAVA**
 Screen Play by John Bright • Based upon the novel by Tom Lea
 Produced and Directed by **ROBERT ROSSEN**

Produced by the maker of last year's Academy Award-winning "ALL THE KING'S MEN."

100-Line Ad Mat No. 204—2 Cols. x 50 Lines

STARTS TODAY THEATRE

UNMATCHED SPECTACLE... SPECTACULAR DARING!

Columbia Pictures presents
ROBERT ROSSEN'S
 Production of
THE BRAVE BULLS

Robert Rossen's first since his Academy Award winning "All The King's Men!"

with **MEL FERRER** Anthony Quinn · Eugene Iglesias · José Torvay · Charlita
 and introducing **MIROSLAVA** · Screen Play by John Bright
 Based upon the novel by Tom Lea · Produced and Directed by **ROBERT ROSSEN**

202-Line Ad Mat No. 206—2 Cols. x 101 Lines

For a moment... **HE WAS AFRAID OF NOTHING!**

Forgotten the jeers of the crowd... the slash of the horns! For one brief, eternal minute, he knew every glory known to man, loved every woman who ever lived!

Columbia Pictures presents
 ROBERT ROSSEN'S Production of
THE BRAVE BULLS
 with **MEL FERRER**
 Anthony Quinn · Eugene Iglesias · José Torvay · Charlita
 and introducing **MIROSLAVA**

Produced and Directed by **ROBERT ROSSEN**
 maker of last year's Academy Award-winning "ALL THE KING'S MEN."

· Screen Play by John Bright · Based upon the novel by Tom Lea

336-Line Ad Mat No. 303—3 Cols. x 112 Lines

↑ (This ad also available in 4-column size. See page 2a.) ↑

Author Tom Lea Praise the Film

- At right are excerpts from the letter which Tom Lea sent to Columbia Pictures after he had seen "The Brave Bulls," Robert Rossen's motion picture version of his best-selling novel.
- Make copies of the letter and send them to newspaper, book and movie editors and to radio motion picture reviewers. Too, incorporate the letter into your publicity.
- Blow up the letter for theatre display. Print the letter on heralds. Use it in library and book-store displays selling the book and the picture.

"I Was Profoundly Moved"

The motion picture, "THE BRAVE BULLS," has a gripping vitality. There is power and authenticity in it. There are a score and more of wonderful touches in the action and background that to me demonstrate what I am willing to call genius in Robert Rossen.

He has brought real Mexico, its real people, its lives, its streets, its towns, its sounds, to his filming of "THE BRAVE BULLS." His portrayal of the atmosphere and the life of the bullring has not only great spirit but great authenticity. From the first image, the high tilted trumpet spilling out the golden hope and sorrow of the song "La Macarena" to the final image...I was profoundly moved.

Tom Lea
 Author of the celebrated
 novel, "The Brave Bulls"

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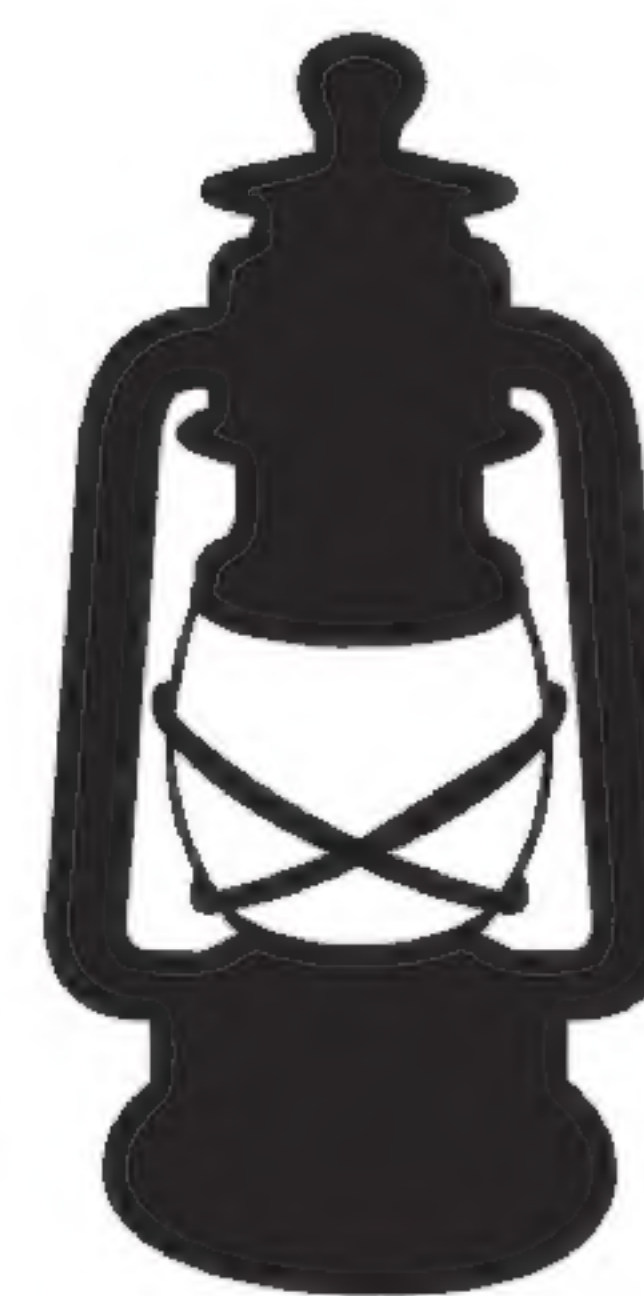
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